CC: all S/RS

E- Mail

September 23, 1993

To: All Divisions/Districts with Pathmark Supermarkets Stores

RE: Pathmark Supermarkets (0522-00-00)

Dear Managers:

As a reminder, MONARCH should be displayed in the following manner in Pathmark
Supermarkets:

Stores With "Wraparound" or "Walkaround" Only

MONARCH (packs) should be displayed in one section next to DORAL Brand Family

Stores With "Wraparound" or "Walkaround" and "Lane Blocker" (no MONARCH Floor)

MONARCH (packs) should be placed on one section of package merchandiser, in addition
to packs on top shelf of Lane Blocker, with cartons on second shelf of Lane Blocker.

**Stores With "Wraparound" or "Walkaround", "Lane Blocker" and MONARCH Floor
Display**

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Source: https://www.industrydocuments.ucsf.edu/docs/mnhy0000

MONARCH (packs) should be placed on one section of package merchandiser, and
all sections of (MONARCH) Floor Display.

Important: Where stores have removed the MONARCH Floor Display, our people should
place the brand on the top two shelves of the "Lane Blocker" as outlined above.

If you have any questions concerning the above, please call me immediately.

Best Regards,

G. N. Kuruc, Jr.
Gk
M-2
cc: Applicable RSM's

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Source: https://www.industrydocuments.ucsf.edu/docs/mnhy0000